



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

October 22, 2019 – 1:30 p.m.

City of Flagstaff – Council Chambers, 211 W Aspen Avenue



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

1. CALL TO ORDER

Chair Fleischer called the meeting to order at 1:30 p.m.

2. ROLL CALL:

Lynda Fleischer, Chair, **present**

Terry Madeksza, Vice-Chair, **absent-excused**

Steve Finch, **present**

Joe O'Donnell, **present via phone**

Jennifer Rolley, **present**

Caleb Schiff, **present**

Guests: Heather Craig, Chris Verrill

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

3. LOCAL CHECK-IN

- Commissioner Finch – None
- Commissioner Schiff – None
- Commissioner Rolley – Super impressed in tourism over the last two months. Market increase from Valley. Wants to challenge downtown to decorate to add to downtown experience for Halloween.
- Commissioner O'Donnell – Congratulate the staff for the yearly marketing meeting last week. Was great!
- Chair Fleischer – Altitudes is hosting the Flagstaff Leadership Program tonight from 5-7 p.m. Everyone welcomed.

4. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

5. APPROVAL OF MINUTES

A. August 27, 2019

MOTION:

Commissioner Finch made a motion to approve the August 27, 2019 minutes. Commissioner Rolley seconded the motion; The motion was approved unanimously

6. REPORTS

A. Director & Staff

Staff gave monthly reports for August/September 2019 for Administration, Marketing & Creative, Public Relations, Tour & Travel, Meeting Sales and Visitor Center.

Questions on Staff Reports:

- Chair Fleisher – asked about Summer Festivals flyer handout. Does the CVB use real estate for winter and other events? She suggested to use same format as the Summer Festivals Flyers.
- Commissioner Rolley – How many and where are influencers. From dry market from Phoenix. and used social media influencers. Used an agency to look for the Influencers. Age, was generally between 30-mid-40's. Most had families.
- Chair Fleisher - Breweries: we have 8 tap rooms and 7 breweries, one doesn't brew.
- Commissioner O'Donnell – Influencers for Fall Colors. Work with Joe's industry for this Staff will look into this.
- Chair Fleisher – would still like to get advance notifications when large groups are in town for restaurant purposes.

Heather Craig, Lowell Observatory – will give a monthly updated and report attraction numbers and events for the Attractions.

Commissioner Schiff – Mentioned that Roden Crater is opening an office on the Southside and asked for an update on this Attraction. Staff will look into this.

B. Chair

Chair Fleisher spoke to JR Murray, General Manager of Arizona Snowbowl to speak to community for discounted passes. Looking for continued support. Director Ward mentioned that the staff spoke to Li in the Marketing Department regarding partnership.

Commissioner Rolley – asked for an update on Spring Training from last season. Ms. Pappas answered the before the Spring Training started the CVB purchased an insert for all publications as well as the hometown team publications. Flagstaff was the only destination advertised in these Publications and of the 1.7 million attendees about half-million show intent on visiting National Parks.

Are we replacing Maggie Thom soon? Carrie Nelson, Administrative Specialist answered yes, there are applications on file and the City Council should be appointing a replacement within the month.

Will there be Christmas lights downtown? Yes. Ms. Pappas answered that the lights will be installed early November and the lights will be turned on the day after Thanksgiving. Staff is working with the DBA. Commissioner Rolley asked if the lights could stay year-round to make downtown more beautiful or possibly keep Bistro and Café lights in the alleys? Staff will look into this idea.

7. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting dates:

- November 26, 2019
- December 18, 2019 Tourism Commission Retreat @ MNA

8. ADJOURNMENT

The meeting adjourned at 2:35 p.m. with unanimous consent.